

ARC920000029051
09/658,632

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In re Application of: Megiddo et al.

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

AMENDMENT

OFFICIAL

MS Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir,

✓ In response to the outstanding office action of 11/12/2003 and further in view of the interview of 02/10/2004, please amend the above-identified application as follows:

02/17/2004 MJONES1 00000003 090441 09658632
01 FC:1202 18.00 DA

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**CONFIDENTIAL
FACSIMILE TRANSMITTAL SHEET****DATE SENT:** February 12, 2004**DELIVER TO:****Name:** Examiner Jonathan Ouellette**Company:** U.S.P.T.O./ GAU 3629**Phone No:** 703-605-0662**Fax No:** 703-872-9306**FROM:** Ramraj Soundararajan**YOUR FILE:** USSN 09/658,632

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PLEASE ACKNOWLEDGE AND RETURNIn re Application of: Megiddo et al.Serial No.: 09/658,632Group Art Unit: 3629Filed: 9/8/2000Examiner: Jonathan P. OuelletteTitle: A System and Method for Improving the Effectiveness of Web Advertising

PTO/SB/21 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	09/658,632
		Filing Date	09/08/2000
		First Named Inventor	Megiddo, Nimrod
		Art Unit	3629
		Examiner Name	J. Ouellette
Total Number of Pages in This Submission	18	Attorney Docket Number	ARC920000029US1

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Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Lacasse & Associates, LLC
Signature	Ramraj Sundararajan
Date	February 12, 2004

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